

**For Immediate Release: February 21, 2017**

## **ORGILL WRAPS UP SUCCESSFUL SPRING DEALER MARKET IN NEW ORLEANS**

MEMPHIS -- Orgill, Inc. concluded another successful Spring Dealer Market this weekend in New Orleans where thousands of retailers from across North America and around the world gathered to take advantage of promotional discounts, see the latest in retail programs and learn about trends impacting home improvement retailing.

Despite last week's weather issues in certain regions in the U.S. and Canada, most customers were able to travel to New Orleans with ease, resulting in exceptionally strong attendance at the event that ran from February 17-19.

After receiving overwhelming positive response from customers both times the Dealer Market has been hosted in New Orleans, Orgill has announced plans to add the venue into its rotation of host cities going forward.

"We were very encouraged by the energy and enthusiasm of our customers, especially those within the pro-oriented segment," says Ron Beal, Orgill's chairman, president and CEO. "Retailers are anticipating a good year, and judging by the activity and comments we heard from retailers at the Spring Dealer Market, we have every indication that 2017 should be strong."

Along with the special deals available in New Orleans, Orgill also highlighted four separate Product Showcase areas at two retail concept stores at the show.

Walnut Grove Hardware & Supply, a new 10,000-square-foot-model store, had a focus on lawn and garden, outdoor living, farm and pet while showcasing a variety of state-of-the-art merchandising techniques that allow retailers to maximize their floor space. Along with these innovative elements, the store also showed off a new Smart Home products display that was portable and could fit in any retail environment.

"Our Dealer Markets are a great opportunity for retailers to see the entire breadth of what we have to offer," says Brett Hammers, Orgill's chief operating officer. "It is key for them to get a comprehensive look at how our pricing, retail programs and services can help them be more successful."

Coming off a successful event in New Orleans, Orgill reported that pre-registration for its Fall Dealer Market scheduled for August 24-26 in Boston was extremely strong.

“We know how important these events can be to retailers as they look for ways to maximize their efforts and work toward greater profitability,” says Kristyl Lawson, Orgill’s director of communications. “We are very pleased with the response from the New Orleans show and the excitement already building for our Fall Dealer Market in Boston.”

Founded in Memphis, TN in 1847, Orgill distributes hardware and home improvement products to customers in all 50 states, 10 Canadian provinces, and over 50 countries throughout the world. The World Headquarters provides support to its seven North American distribution centers and manages all business activities that extend beyond physical distribution.